

The Comparative of Advertising Effectiveness between TV Advertising and Digital Advertising

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ABSTRACT

This study aims to compare the effectiveness of advertising and see if there are differences in two different media: digital media (Social media, Youtube, website, etc.) and TV. For this purpose, the AIDA model was employed as the basis for comparison. This study uses questionnaire methodology to collect data. Total respondents who participated were 230 for TV responders and 171 for digital media using Purposive Sampling technique. The result of this research there is differences between respondent's Interest and Desire on digital and TV advertising. The average value of attention, interest, desire and action is higher on digital media than on TV. This can be of more concern to advertisers for the effectiveness of their advertising.

Keywords

Advertising Effectiveness, Digital Advertising, TV Advertising, AIDA.

1. INTRODUCTION

The increase of business competition, especially Fast Moving Consumer Goods (FMCG) category, challenges the company to seize and maintaining the market [1]. The company shall formulate effective strategies for developing and communicating the product. Advertising is one of effective strategies for communicating the product to the customers. Advertising eases the company to provide its customers information about the product. Advertising also becomes important role in today's competition [2].

In Indonesia, ads spending is growing positively every year. Nielsen Indonesia [3] reported during January - September 2017, ads spending have increased by 8% with the total of ads spending reached 107.7 trillion rupiahs. Television is still major contributor to the ads spending, accounting for 80% of total ads spending. However, its growth slowed in the previous year. In category snacks, biscuits and cookies, the ads spending increased by 25% with the total of 2.6 trillion rupiahs. The three brands of biscuits who outspend ads spending are Oreo, Roma Kelapa and Belvita. According to VP Digital Advertising and Analytics of Telkomsel, Harris Wijaya as reported by seluler.id [4], based on research, in 2018 there is about 20 trillion rupiahs of potential digital advertising market. Television advertising is expected to still dominate the ads spending, yet it tends to decrease. For digital advertising especially mobile advertising, it is expected to increase. eMarketer who works with IAB

Singapore released digital ads spending in Southeast Asia in 2017. The digital ads spending grew into 20% in Southeast Asia. For Indonesia in particular, the digital ads spending would reach by 8.4% [5].

The selection media in advertising become one of important things for advertising effectiveness. Therefore, the advertising can reach intended consumers. The advertisement may be ineffective if it is not targeted to intended consumers although it includes good promotion techniques. As it is explained in the previous paragraph, ads spend of television advertising is major contributing, with the total of 80% of total ads spend. It can be concluded that television still plays major role compared to other media, although digital media is showing significant growth. This is due to the rapid growth of Internet users, especially social media users. Furthermore, advertising on social media such as Facebook and Instagram lets advertisers learn about consumers' demographics, tastes and habits. As a result, the advertisers can produce a good advertisement which can reach target audience. Google also offers similar advertising tools based on consumers' demographics and their browsing habits.

There are a number of advertisements on social media which become viral and are discussed on many occasions. Mix.co.id [6] reported that the most popular advertisements on YouTube for two consecutive years in 2015 and 2016 is Oreo. This indicates that Oreo's advertisement is popular among consumers, and they

discuss about the advertisement on comment fields. Based on the number of viewers and positive responses of Oreo's advertisement, it can be concluded that Oreo is effective advertisement in digital media. However, Head of Mayora's Group Global Marketing, Ricky Afrianto as reported by MIX Magazine [7] stated that it still takes three to five years for Fast Moving Consumer Goods (FCMG) products to effectively use digital media for marketing campaign and sales channel. Ricky also stated that there is nothing more effective than television to reach mass market in Indonesia because 44% of Indonesian consumers are still living in rural areas. The problems that arise in digital marketing campaigns are people are not really aware of the brand even the advertisement is viral and the intended message is not delivered to the audience. Therefore, viral advertisements do not always have good impact on sales. Digital marketing campaigns shall find its way to build brand purpose first, so that digital campaigns can be used effectively.

Although television still becomes important contributor to annual ads spending, the advertisers are starting to target digital media because consumers choose to use digital media instead of television. However, television is the most effective media to reach mass market in Indonesia especially for FMCG products since there are many rural areas which have no access to the Internet. Digital media is suitable for reaching market in urban areas and teenagers who start to use digital media. Therefore, in this study, the author tried to find out which media is the most effective to advertise biscuit (not wafer).

To examine the effectiveness of TV advertising and Digital advertising, this study using the hierarchy of effect model which developed by Lewis [8] to be known as AIDA (Attention, Interest, Desire, Action). AIDA is a behavioral model theory that is intended to ensure that advertising raises awareness, stimulates interest, and directs customers to desire and ultimately take action [9].

2. LITERATURE REVIEW

2.1 Advertising

Advertising is one of marketing tool which has important role in changing social behavior. According to Kotler & Armstrong [10] advertising can deliver mass messages to consumers and potential customers with a fairly cheap price and can repeat messages delivered with a large number. According to Abilasha

Metha [11], Advertising is something people should like looking at, believe and find utility with keeping them up-to-date about products and services. In the old ways business ways, advertising is considered a source of increased sales of the company, but today is also considered an important source of customer service and weapons to win the battle of competition [12]. Morden [13] said that advertising is used to build a basic awareness of the product or service in the minds of potential customers and to build knowledge about it. Advertising has five basic factors: usually paid by advertisers, identified sponsors, generally reach a wide audience of potential customers, strive to inform and also persuade or influence consumers, and delivered message through many different media [14].

2.2 Digital Advertising

With advances in technology and the growth in digital media usage advertisers are seeking new ways to reach consumers [15]. Digital Advertising, according to Coviello, Milley, and Marcolin [16] is the use of the Internet and the use of other interactive technologies to create and connect dialogue between companies and consumers that have been identified. Digital advertising can be defined as being one of many "branded content" forms, for example, branded mobile apps, any branded content that appears in the social media context, and messages from companies in the form of blogs, tweets, Facebook posts, etc. In some cases, consumer comments made about the brand in a digital context are considered "advertise" in the sense that this comment is essentially content relevant to the brand [17].

2.3 TV Advertising

Television is one of the media used for advertising. According to Dirksen and Kruger [18], TV Ads are sales messages advertised by advertisers on sponsored programs or during breaks during events. TV ad duration should not be too long. This is because television advertising is a visual language. Each picture and sound usually contains an invitation and persuasion. Compilation of ad images so fast moving, changing continuously in composition, beautiful frame. This high level of density makes ads with seconds, 60 seconds longest for long. In a matter of seconds, advertising has been able to create a homogeneity of behavior, while other standard television programs taking a duration of more than 30 minutes are difficult to form a pattern of equality [19]

2.4 AIDA Model

AIDA is a model for measuring advertising effectiveness. AIDA itself is a hierarchy of effect model developed by Lewis [8] known as AID (attention, interest and desire). Then in 1925, Lewis added the fourth step of Action to the original model. This model is known as AIDA and is still one of the famous advertising models [20].

Kotler and Keller [21] assume that consumers will go through the cognitive, affective, and behavioral stages, so the AIDA theory (Attention, Interest, Desire, Action) is a hierarchical model in which a message must have attraction or should be of interest, become interest, and take action. The AIDA theory is considered very persuasive and is said to often unconsciously influence our thinking [22]. The AIDA theory shows that in order for advertising to be effective, it must be one that makes Attention, leads to Interests in the product, then to the Desire to own or use the product, and ultimately leads to Action [23].

3. PAST STUDIES

According to on Hsu-Hsien Chi [24] provides empirical evidence of the effects of social media marketing generated by interactive digital advertising and virtual brand community. In addition, the impact of user motivation on user responses to social media marketing is examined. The results have implications for both social media marketing practice and research. Specifically, paired comparisons indicate that users are more accepting of virtual brand communities than of Facebook advertising, and they respond more favorably to them as well. Not only do Facebook users put more trust in virtual brand communities, but they think of them as less irritating. It also seems that users have better attitudes toward virtual brand communities and the brand that builds the community.

A study about TV advertising by Ansari and Joloudar [25] which examine the effects of Avishan company's TV advertisement (As a big clothing producer company in Iran) on customers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing and eventually customers' satisfaction in Babol city. The results show that the TV advertisement was effective in taking attention of customers, creating interest, desire and action of purchasing. Also, the study revealed that the customers were satisfied from purchasing Avishan's products.

According to Rehman, Nawaz, Ilyas and Hyder [26] on their study which using AIDA model as their tool to measure the effectiveness of advertising. The Results indicated that mobile marketing was more effective as compared to email marketing. This study was unique in the sense that comparison between both channels based on AIDA model was analyzed for the first time. It is suggested that marketing professionals can increase their sales using mobile marketing; however, this effort should be supplemented by using e-mail marketing.

4. RESEARCH MODEL & HYPOTHESES

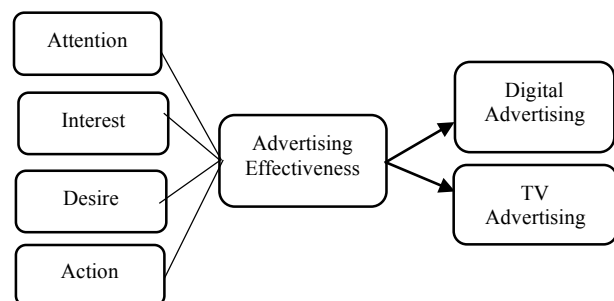


Figure 1. Research Model

- H1: There is a differences on Attention between Digital Advertising and TV Advertising
- H2: There is a differences on Interest between Digital Advertising and TV Advertising
- H3: There is a differences on Attention between Digital Advertising and TV Advertising
- H4: There is a differences on Action between Digital Advertising and TV Advertising

5. RESEARCH METHOD

This study used questionnaires based market survey for data collection. All indicators in the variable are measured using a Likert scale consisting of 5 points as fair value (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). The technique used in sampling in this study using Purposive Sampling is the technique of determining the sample with certain considerations or criteria [27] and for the criteria, the respondents of the study were everyone who ever watched Biscuit non-wafer Advertising on TV or Digital and or both of them. According to Malhotra [28], the minimum sample size should be 200 – 500. Based on that, 401 respondents participated. 171 respondents for Digital Advertising and 230 respondents for TV advertising.

6. DATA ANALYSIS AND DISCUSSION

a. Reliability

Table 1 Reliability Test

Advertising Effectiveness	Cronbach's Alpha
Attention	.896
Interest	.907
Desire	.881
Action	.811

b. Validity

Table 2 Validity Test

Advertising Effectiveness	Component Matrix
Attention	
Q1	.825
Q2	.798
Q3	.790
Q4	.754
Q5	.725
Q6	.695
Interest	
Q1	.879
Q2	.822
Q3	.768
Desire	
Q1	.894
Q2	.889
Q3	.774
Interest	
Q1	.882
Q2	.854
Q3	.532

Reliability and Validity test are tests used to measure the accuracy and accuracy of an item [29]. According to the above table 1, the four items of attention, interest, desire and action have met the criteria of reliability that the Cronbach's Alpha is more than 0.7, then all items are reliable. From table 2 about validity test, each question has more than 0.5 value. It means, all questions are valid.

c. Demographic Factors

Table 3. Intensity

Demographic Variables	Per week	Digital	%	TV	%
Intensity	Once	5	4%	36	16%
open digital platform/	2-4 times	14	8%	82	36%
watching TV	5-6 times	14	8%	18	8%
	Everyday	138	81%	94	41%
	Total	171	100%	230	100%

From table 3 about intensity of respondent intensity open digital platform, we can conclude that 81% respondents opened the digital platforms every day. It means, there is a high possibility of respondents to seeing several times biscuit ads on digital media. In TV, 41% respondents watched TV every day and 36% respondents watch TV 2-4 times a week. It means, there is still a great possibility for respondents to watch several times biscuit ads on TV.

Table 4. Most Viewed & Most Purchased

Demographic Variables	Media	Roma	Oreo	Biscuit	Khong Guan	Monde	Total
Most viewed	Digital	26	13	10	3	1	17
Advertising	TV	116	10	11	0	1	23
Most Purchased	Digital	24	12	12	6	7	17
Brands	TV	60	14	11	10	9	23
			0				0

In Digital platforms, 131 from 171 respondents answered that Oreo is the most viewed advertising. It means Oreo ads is most viewed and remembered advertising from almost respondents in digital media. But in TV, 116 from 230 respondents answered that Roma ads is the most viewed advertising, followed by Oreo with 102 respondents. We can conclude that, Roma and Oreo are the most viewed and remembered advertising in TV.

Based on table 4 can be seen that 171 questionnaires that have been scattered and filled by respondents, products that is more often purchased from digital media respondents is Oreo products as much as 122 products and KhongGuan became the lowest as many as 6 products. Furthermore, based on the television media with 230 questionnaires that have been spread, Oreo is the most purchased products by respondents that as many as 140 respondents and Monde products is the most rarely purchased product that is as many as 9 products. So it can be concluded that Oreo is the most products purchased by respondents on digital media and television. It also can be concluded that Oreo is the product most frequently viewed and purchased by digital media respondents, while on TV media, although Roma is the most commonly seen brand among respondents but not Roma, which is the product most often purchased by the respondent but Oreo.

Table 5. Demographic Characteristic

Demographic Variables		Digital	%	TV	%
Gender	Male	60	35%	69	30%
	Female	111	65%	161	70%
Age	17-20 years old	43	25%	55	24%
	21-25 years old	106	62%	144	63%
	25-30 years old	9	5%	10	4%
	>30 years old	13	8%	21	9%
Job	Student	115	67%	157	68%
	Government	4	2%	7	3%
	Private	37	22%	37	16%
	Employee				
	Entrepreneur	6	4%	6	3%
	Housewife	4	2%	14	6%
Income	Others	5	3%	9	4%
	< Rp	63	37%	96	42%
	1.000.000				
	Rp	53	31%	63	27%
	1.000.001-2.500.000				
	Rp	30	18%	40	17%
	2.500.001-4.000.000				
	> Rp	25	15%	31	13%
	4.000.000				

In this study, the total respondents of the TV media questionnaire are 230 people and for digital media respondents are 171 people. Respondents of digital media, 60 or 30% respondents are male and 111 or 70% of its respondents are women. For TV media, 69 or 35% respondents are male and 161 65% are female. Both Digital media or TV respondents who most participated in this study are between 21-25 years old and most them are students. The average income of the respondents are below 1.000.000 rupiah.

d. T-test Analysis

Table 6. T-Test Analysis

Advertising Effectiveness	Mean	
Attention	Digital	3.8324
	TV	3.6659
Interest	Digital	3.6608
	TV	3.5942
Desire	Digital	3.3002
	TV	3.1478
Action	Digital	3.2183
	TV	3.0507

Table 7. T-test Analysis

Variables	F	t	Sig. (2-tailed)
Attention	1.677	2.449	0.015
		2.425	0.016
Interest	.005	0.9	0.369
		0.898	0.370

Variables	F	t	Sig. (2-tailed)
Desire	.166	1.914	0.056
		1.92	0.056
Action	.476	2.052	0.041
		2.042	0.042

From the T-test analysis, we can conclude that there are differences in Interest and Desire between advertising on digital media and TV. Both Digital media and TV have Sig. value more than 0.05 in Interest and Desire. Interest has 0.369 and 0.370, and Desire has 0,056 and 0,056. We also can see from Mean of Interest and Desire both Digital media and TV. In Digital Media has higher value than in TV. It means, interest and desire of respondents after seeing the advertisement in Digital has more affect than after watch the advertisement in TV. Advertisement in Digital more successful influence the interest and desire of respondents compared with on TV. While to attract attention and action, there is no difference. Based on the previous hypothesis, then for H3 and H4 which proved to be the difference between digital media and TV.

7. DISCUSSION

This study examines the concept of AIDA model for the assessment and comparison of effectiveness advertising of two media advertising between TV and Digital. The results of research have important implications for marketing research and added to existing knowledge by identifying that the AIDA model can be used in viewing the effectiveness of advertising media. According to the result, the respondents are whoever watch or seeing the biscuit advertisement either on digital media or on TV. Out of the total participants, there were 32,2% men and 67,8% were women with an average age of 21-25 years old. Specifically, this study examines the effects of awareness, interest, desire and action on advertising in digital media and TV and identifies that there is a difference between desires and actions in digital media and TV. Furthermore, T-test analysis provides statistical results to make comparisons of the two advertising media. Seen from the T-test, the desire and action have a larger mean on Digital media than on TV. This happens because millennials factors are active using digital media, especially on social media. Oreo which become a product that gasket bought by many respondents both respondents in digital media and TV have succeeded in influencing the respondent with its advertisement. Oreo is also one of the brands of biscuits that use digital media as advertising media, managed to hook young people to buy their products.

This study is in line with Rehman et al. [26] findings in terms of the effectiveness of the AIDA model; however, our study differs from that study as Rehman et al. tested 2 marketing channels which is mobile and email marketing and in this research is examines the differences advertising media between Digital media (youtube, social media, website, etc) and TV. In their study using Logistic Regression Model for data analysis and this study using T-test for data analysis.

8. LIMITATION & SUGGESTION

This study made an effort to measure the effectiveness of advertising and to find the difference between digital media and TV as the advertising media that became the largest advertising media today with AIDA model that has been often used as a model by many previous studies. Respondents of this study are still rotating between the ages of 21-25 years and as a student, for ages over 25 years and have worked or housewives not represented the samples to represent their opinion. The sample of this study is also limited in West Java province Indonesia, especially in urban areas, with few respondents representing outside of West Java. To get more specific results and spread, it takes respondents who represent a variety of jobs, age and also living in urban areas or rural areas. There are still many rural areas that are not reached by the internet and TV becomes one of the media that can reach the rural areas rather than digital. Therefore, further research is required with respondents representing the rural and urban areas to be compared more deeply.

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